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6-2-07

RUSSWARD

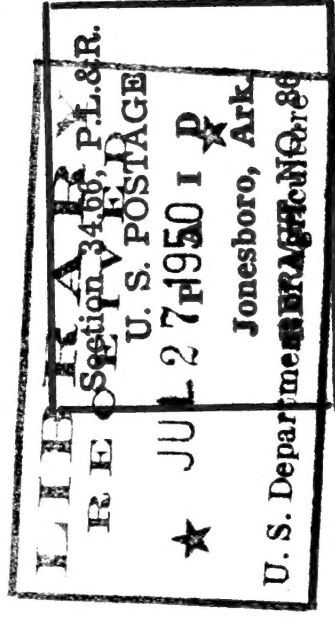
Saintpaulia Growers

629 W. MATTHEWS AVE.

JONESBORO, ARK.

Library, U.S.Dept. of Agriculture
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July 1950



PRICE LIST

DOUBLE NEPTUNE

Same Neptune foliage, roundish, quilted, red reverse with gorgeous big double flower.

\$2.50

Amethyst, West Coast—Excellent bloomer. Pale lavender blooms in profusion, dark green tapered foliage \$1.25

Bi-Color—Upper petals deep red violet, lower lavender. Slick foliage \$1.50

Blue Bird—Fine medium blue. Improved large medium foliage \$1.25

Blue Boy—Old favorite dark blue \$1.25

Blue Eyes—One of the early pale blues. Good slick foliage, nice habit and blooming qualities \$1.25

Blue Girl—Scalloped, medium green foliage with white marking at the base of the leaf. Rich blue flower \$1.25

Blue Knight—Medium blue flowers of quite large size, big foliage. A fine, showy plant to grow \$1.75

Blush Maid—Exquisite shell pink. Foliage like Pink Beauty, bloom much paler \$1.25

Blue Butterfly—This is one you won't be sorry you bought. Vivid green neat pointed foliage, medium pale blue flower with slender petals. A very delicate-looking plant for it's good size \$1.50

Blush Orchid—Pale, pale orchid. Pink Beauty-type foliage \$1.25

Brown's Dot—Want something a little bit different? This is one of the few varieties we have which isn't "like" some other variety, so it's rather difficult to write about. It's a darn nice plant \$1.50

Brown's Pet—I understand this is being called Blue Pet now. Both this and the variety just above are originations of the R. A. Brown and Sons Co.,—hence the "Brown's." Makes for a little confusion, however. Occasionally a customer expects a real brown plant. Pet is not brown. It's green. Dark blue flowers. Really a miniature. Blue Girl type \$1.75

Double Duchess—Double Blue Boy. Fertilize generously to keep the blooms opening \$1.50

Red Girl—Usual girl foliage with red-lavender blossom \$1.50

Double Orchid—Same plant as Regal Wine. Twin of Double Duchess with orchid double flower \$1.75

Gorgeous—We slipped up and didn't list this last month. We have some awfully pretty plants of this variety. In bloom. Slick, spooned foliage (give stronger light to maintain spooning), lovely red-orchid flower \$2.00

Kewensis—Pale green foliage, tiny little medium blue flower \$1.25

Lady Loreta—If you're a girl collector, you'll like this. Only have a few. Best described as an over-sized Lace. Blue flower of large size..... \$1.75

Lady Marion—Another girl we're listing this month only. Unusually nice scalloped foliage. Bloom between Sailor Girl and Blue Girl shade. Fine plants of this \$1.75

Lavender Girl—Scalloped, medium green foliage with the white marking at the base of the leaf. Pale lavender bloom \$1.50

Lavender Lady—This comes from the same general family as West Coast Amethyst. Foliage similar, bloom darker—mid-way between a "red" and a pale lavender \$1.25

Lilac Princess—New profuse-blooming pale lavender. Roundish leaf, slick, dark green \$1.50

Moire—Variegation of rich purple blossom resembles moire taffeta. Medium green foliage \$1.75

Old Lace—Deeply scalloped leaves. Dark blue flowers carried high and profusely \$1.75

Periwinkle—Distinct for the pale reverse of the light blue flower, giving the blossoms a halo effect \$1.50

Pink Girl—Scalloped, medium green foliage with the white marking at the base of the leaf. Pink flower \$1.75

Red Beauty—This is a beautiful red which hasn't gotten the attention it deserves. The reddest we have to offer. Roundish, medium green foliage \$1.50

Red DuPont—Have some nice plants of this. Heavy, DuPont foliage \$2.00

Purple Prince—Magnificent for color. Rich, velvety red-purple with slick, heart-shaped leaves \$1.50

Red Head—Rich claret red flowers. Slick, improved foliage \$1.50

Red King—A brand new variety. Distinct for enormous claret-red flowers \$2.00

Rosalie—Red-lavender variety of great merit. Leaves grow to enormous size, quite dark green, troughed and slightly waved \$1.75

Rose Purple—Medium blue flowers with rosy cast. Fine foliage. We guarantee you'll like this one! \$1.50

Sailor Girl—Pale, pale blue girl type \$1.75

Ruffles—Very unusual. Dark, dark green bronzy-looking foliage. Tapered, dog-toothed leaves with red reverse show some ruffling with age of plant. Bloom pale blue \$1.75

Tinted Lady—The palest blue. Foliage like West Coast Amethyst \$1.25

Thirty-Two—This one is handsome. Slick dark green foliage with fine-textured lavender flower \$1.75

Von Deitrich—Impressive variety with gorgeous foliage. Fast grower, quite large. Medium large flower \$1.50

White Lady—White flowers against medium green foliage \$1.25

White Prize—Many collectors prefer this variety to White Lady because of its profuse blooming qualities \$1.50

White Supreme—White with mammoth flowers and heavy, supreme foliage \$2.25

Shipping Information—Plants shipped in 2-inch pots in which they are grown. Cultural instructions included. List price includes packing and mailing cost. All orders sent special handling. We guarantee safe arrival of plants. For your own protection, please remit by check or money order.

A Personal Note To Our Customers—Many of you have gone out of your way to recommend Russward to violet collectors who are not on our mailing list. We would like to take the opportunity here to express our gratitude for this kindness. Can't seem to find the right words without making it sound stilted, but you know what we mean. Thanks, kids.

News Letter

July, 1950

Dear Friends:

Mercy, but it's hot, ain't it? Am still puzzling about the people who swear the heat kills their African Violets. Our greenhouse is the hottest place for miles around in the middle of the day (100 and over) and it doesn't seem to hurt them. They dry out a good bit in that heat, of course, and we're always watering out there on hot days. Otherwise they don't seem to mind.

But to continue with show plants. Multiple-crowns. You can manage these one of two ways, one easy, one very very difficult. The first way is to pot the several crowns deep enough in the pot so that the crowns lose all identity in themselves—all growing up. You have to be careful to line the edge of the pot with foil or coat it with paraffin so that your outer leaves won't chafe. With four or five crowns (should be rather crowded for best effect) growing together in this manner, the effect is of one big, full, lush "pot of violets." This method is successful with a limited number of varieties. The spreading tendency of the DuPonts, for example, or the Supremes or some of the smaller girl types would eliminate them from this type of culture. Ionantha, Tinted Lady, West Coast Amethyst, Pink Beauty, White Lady (this is about the only way, in fact, in which White Lady can be shown successfully since it is so hard to keep it single-crown) and many others do well.

The other, hard way is to place only two or three crowns in a pot with the soil at a high level. The effect to be striven for here is an even two or three-faced plant. Each crown should be the same size, with approximately the same num-


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ber of leaves, approximately the same amount of bloom, etc. I shouldn't need to point out that this is fiendishly difficult to do. However, I have seen this same trick done with three plants, a blue, a pink, and a white, all back-to-back in the same pot, all in bloom. They made a pretty sight. Evenness, or symmetry is the important thing, of course. It isn't too much a job to keep the crowns all the same size, but to get them all to bloom at the same time for the show is a feat!

But if they don't all bloom, you don't need to leave your poor plant at home in disgrace come show-day. Nearly all shows have a section for foliage plants. If your foliage is good and clean, unmarked, and really quite handsome by itself, pull any blooms it may have and show it in the foliage section. This is also a good thing to remember for your prize single-crown plant which didn't come through with blooms for the show.

Novelties: This section in a violet show usually includes variegated foliage plants, so-called "hanging basket" types (with little plantlets growing on a bloom stalk), albinos, or freak sports or seedlings of various sorts. Remember that this section is more educational than competitive in nature, so allow your club loyalty to come to the fore. Save back plants which the public may find interesting even though they may be a nuisance to take care of at home. A remarkably lop-sided plant, for example, would be an abomination in the regular plant section, but would be of interest in the Novelties.

A plant of any shape, size, or fashion can be spruced up with lace-paper, ribbon, or a pretty container and look well in the decorative classes even if it only has one or two blooms. Of course, this takes imagination and a "flair." If you're short on ideas for fixing up your plants, consult the designer at your florist's. It is illegal for someone else to actually prepare your entry, but perfectly ok to borrow ideas.

You might want to design a collection of violets with other plant material such as fern, evergreen twigs, decorative grasses, or moss in brandy snifters or on shallow trays. Flower arrangements of violets blossoms are pretty. You could make an arrangement using plants for the buffet or dining table—candle holders or other accessories are often permitted. Brass, pottery, wooden or glass containers may be used. Lovely arrangements can be worked out with cypress knees. Corsages and hand bouquets are always quite impressive made from blossoms but are best done at the last minute.

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There are nearly always sections for first bloomers, and I should warn you that the judges will be wary of a "first bloomer" which measures ten or twelve inches across.

Collections: you might want to enter three of your DuPonts, three girl types, or three generations of one plant—the granny, parent, and baby. Or sometimes the collection class will call for collections of any five plants. It is a mistake here to enter just any five or any three plants you happen to have regardless of size, variety or interest. Try to link them together somehow.

When shows are staged, it is usually customary to inform all entrants well in advance of the various classes and sections which will be available. These classes are usually determined by a local club committee and are more or less influenced by the size of the club, and the interest of the members. If many members grow plants hydroponically, there might be a class for this group, for instance. Or if the members are far enough advanced for separate classes for self-grown seedlings, leaf-propagations and crown divisions, those may be included.

Now, you all, before I wind up this little epistle, am going to say a word about something called show "know-how." 1. If you round up all your violet treasures and arrive with them at the show to discover that your Pink Beauty is a blot on the landscape in the Pink Beauty class, juggle your entries around and enter it in some other class. 2. Don't leave your young plants at home. Remember that a large number of entries in the "home grown" classes will encourage other violet hobbyists to try to grow their own, too. To my way of thinking, this one phase of violetry is the most rewarding of all. 3. Don't be timid about showing your plants. How many times have I heard women (and men, too) moan that "their plants at home looked better than the ones that took blue ribbons" in some class or other, but they didn't bring them because they didn't think they were show material.

With a little thought and imagination, there will probably be a class where you may enter nearly every plant you own. Start now to collect accessories to use in your shown next spring. Poke around in gift shops while you're on your vacation this summer for handsome containers for potted plants.

*"Russ"*

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RUSSWARD Saintpaulia Growers

629 W. MATTHEWS AVE.

JONESBORO, ARKANSAS

Sustaining Member African Violet Society of America, Inc.



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